

# Beautiful Business

Beautiful Business is a recognition program through *Keep Charleston Beautiful*, a City of Charleston organization, whose mission is to promote the cleanliness and beautification of Charleston. The goal of this program is to recognize local establishments that go above and beyond to help beautify the community through beautiful landscaping, maintaining clean properties, and improving Charleston's overall appearance.

Below are the criteria used to assess a Beautiful Business. An establishment must score a 20 or higher to be recognized. All signs and decorations must follow City rules and regulations.

<b>Score: 1 None; 2 Slightly visible; 3 Visible; 4 Extremely Visible</b>	
Clear Signage	
Appropriate lighting	
Well-maintained parking lots, curbs, and sidewalks	
Neat, well-maintained, litter free property	
Well-maintained gardens and/or green spaces	
Adequate trash/ recycling receptacles	
Art, fountains, décor, etc.	
<b>Average Score:</b>	
<b>Comments-</b>	

To apply for recognition please submit images of the business being nominated along with the following one page application form to Jennifer Scales, [scalesj@charleston-sc.gov](mailto:scalesj@charleston-sc.gov). Once an application is received Keep Charleston Beautiful Board members will visit the establishment and fill in the above rubric. Scores will be averaged and the judging members will make their recommendations during the monthly meeting. Recognized establishments will be notified shortly thereafter and presented with a certificate of recognition. The business will also be recognized at a City Council meeting.

# Beautiful Business Application Form



Name of Establishment: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Information for Business: \_\_\_\_\_

Nominated By: \_\_\_\_\_

Date: \_\_\_\_\_

Briefly describe the reason for this establishment's nomination as a Beautiful Business.

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Please submit at least 2 pictures for this business to Jennifer Scales at [scalesj@charleston-sc.gov](mailto:scalesj@charleston-sc.gov).